

Guidelines for Sponsor Recognition on the National Mall

The National Park Service (NPS) has strict rules that will affect the way in which the Solar Decathlon teams and Organizers recognize Team and Event Sponsors. The Solar Decathlon Organizers also have developed rules that affect sponsor recognition. The Organizers reviewed the relevant NPS document regulating events on the National Mall in Washington, D.C., *National Capital Field Area (NCFA) Requirements for Special Events Held on Parkland*, as a starting point to develop the guidelines contained in this document. The Solar Decathlon Rules and Regulations Committee provided additional guidelines. The Organizers consult regularly with NPS regarding all plans for the Solar Decathlon, and the Rules and Regulations Committee meets regularly in an ongoing process of developing rules and regulations for the Project. Additional guidelines may be developed at a later date. The Organizers interpret NPS rules and regulations to the best of their abilities. They will attempt to get clear approval from NPS for plans for the Event at all times, but NPS has the final word in these matters. It is possible that despite this guidance, a team may be requested to remove items NPS does not consider appropriate for the Event.

Within certain restrictions, it is possible for teams to use their sponsors' logos in and on their Solar Decathlon houses. These restrictions apply but are not limited to all communications materials that will be on display or distributed at the Event on the National Mall. These restrictions apply to both the interior and exterior of your house. Any communications materials may be used only to identify the Solar Decathlon or a portion of the Solar Decathlon (e.g., communications materials related to one of the Contests). Sponsors may be recognized with text, logos, or both, but the text and logos must appear in conjunction with Solar Decathlon text and logo and may not be larger than one-third the size of the Solar Decathlon text and logo. The use of commercial notices or advertisements, models of commercial products, or structures representing commercial products is strictly forbidden.

Guidance Regarding Communications Materials

To provide guidance, the Organizers have developed requirements for some communications materials the teams may be considering. These requirements apply to but are not limited to the materials listed in this document. All communications materials, except those prepared specifically for and viewed only by the judges for other Contests (e.g. materials prepared for the architecture jury), will support the goal of Contest 4: Communications—to educate consumers about energy efficiency and solar energy. Communications products will be targeted to an average consumer audience and will exist for the purposes of describing and explaining each team's house design, Construction, Assembly, functioning, and performance, including the solar energy and energy efficiency design strategies and technologies in the house, and each team's process and experience in the Project.

Signs, Exhibits, Posters

Signs, exhibits, and posters will exist only to support the goal of Contest 4 as described above. Signs, exhibits, and posters the Organizers determine do not support this goal, that exist largely for the recognition of sponsors, (or both) will be removed. All signs, exhibits, and posters should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify connection to the Event. If the content of signs, exhibits, and posters pertains to a specific component of the Event (e.g. one of the Contests), indicate to which component it pertains. Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the text that identifies a specific component of the Event, or the Solar Decathlon logo. If sponsors are recognized through logos, the Solar Decathlon must be recognized using the Solar Decathlon logo. If text is used to recognize sponsors, either text or logo may be used to recognize the Solar Decathlon.

Plaques, Photos, and Wall Art

Plaques, photos, and wall art will exist only to add aesthetic value to the house or to support the goal of Contest 4 as described above. Plaques, photos, or wall art that the Organizers determine do not add aesthetic value to the house, do not support this goal, exist largely for the recognition of sponsors, (or any combination of the three) will be removed. Any plaques, photos, or wall art that recognize sponsors should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify their connection to the Event. If the content of the plaques, photos, or wall art pertains to a specific component of the Event (e.g. any of the Contests), indicate to which component it pertains. Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the text that identifies a specific component of the Event, or the Solar Decathlon logo. If sponsors are recognized through logos, the Solar Decathlon must be recognized using the Solar Decathlon logo. If text is used to recognize sponsors, either text or logo may be used to recognize the Solar Decathlon.

Furnishings

Home furnishings (e.g., furniture, floor and window coverings, clocks, sculptures, knick knacks, figurines, bookends) in the house will exist only to add aesthetic value. Any furnishings that are used to recognize sponsors will be removed.

Appliances and Electronics

"Off-the-shelf" appliances and electronics that feature a "built-in" manufacturer's logo are acceptable. Marketing and sales material will not be adhered or attached to appliances and electronics or distributed in any other way on the National Mall.

Publicity Materials and Printed Materials for Distribution on the National Mall

The teams' brochures, binder or folder containing the Media/VIP kit, and any materials within the binder or folder (see [Regulation 3.2, Project and Event Sponsor Recognition](#)) should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify connection to the Event. If individual contents in the binder or folder pertain to specific components of the Event (e.g. one of the Contests), indicate to which component they pertain. Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the text that identifies a specific component of the Solar Decathlon, or the Solar Decathlon logo. If sponsors are recognized through logos, the Solar Decathlon must be recognized using the Solar Decathlon logo. If text is used to recognize sponsors, either text or logo may be used to recognize the Solar Decathlon.

Video/Audio/Electronic Presentations

Video/audio/electronic presentations will exist only to support the goal of Contest 4 as described above. Video/audio/electronic presentations that the Organizers determine do not support this goal, exist largely for the recognition of sponsors, (or both) will be removed. All video/audio/electronic presentations should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify connection to the Event. If the content of video/audio/electronic presentations pertains to a specific component of the Event (e.g. any of the Contests), indicate to which component it pertains. Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the Solar Decathlon logo, or the text that identifies a specific component of the Solar Decathlon. Audio scripts must be written and recorded such that their content supports the goal of Contest 4 and clearly identifies connection to the Solar Decathlon or a component of the Solar Decathlon (e.g. any of the Contests). No more than 20% of the total time, one minute, or whichever is less, of a video/audio/electronic presentation may be dedicated to recognition of sponsors. Television- or radio-style commercial advertising are prohibited. Video and audio loops, and screensavers that serve only to recognize sponsors are prohibited.